**PRESS RELEASE**

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**BOBST launches new All-in-One line up with DIGITAL MASTER 340 and DIGITAL MASTER 510**

Leveraging proven flexo experience and recent innovative inkjet developments, BOBST is enhancing its All-in-One, All-Inline portfolio with the new DIGITAL MASTER series. The DIGITAL MASTER 340 and DIGITAL MASTER 510 will change the way label production is set up. They provide a fully digitalized and automated production line, from printing to embellishment and cutting. The DIGITAL MASTER series is based on a fully modular and upgradeable architecture, enabling customers to build their own press and evolve it over time.

“Developments in label production are moving at pace with brand owners looking for converters that have the ability to deliver faster, better and at more competitive prices. In this context, the BOBST All-in-One platform is a great answer as digitally printed labels can be produced in high quality, with exceptional productivity and at lower costs, from short to long runs,” said Strategic Marketing Manager, Patrick Graber.

“With the DIGITAL MASTER series, we want to solve our customers’ challenges as they try to overcome the lack of skilled workforce while moving to industrial productivity and longer run lengths with digital equipment; and to bring more agility and flexibility to the production floor.”

The DIGITAL MASTER series will be available in 340 mm (13.5 inches) and 510 mm (20 inches) print widths in a new design that has been optimized for full modularity and improved operation and servicing. Like the MASTER DM5, it offers printing, embellishment, and cutting in a single pass, with seamless native integration between the UV inkjet digital engine and the flexo and converting modules. The introduction of a 510 mm version adds new opportunities to expand application versatility into larger-sized labels, industrial and chemical markets, wraparound, shrink sleeves, and other special applications. The DIGITAL MASTER 510 provides higher production volume but still only needs one operator to run the press.

Running at up to 100 m/min (328 ft/min) in four or six colours plus optional digital white, the DIGITAL MASTER series presses bridge the gap between traditional digital and flexo machines. The line-up stands for flexibility, fast turnaround, and inline end-to-end label production, with exceptional quality and productivity in increasing run lengths. The modular architecture allows customers to configure the exact machine they need – from a digital-only version to highly customized configuration – integrating all modules available in inline flexo. It also provides the possibility to be upgraded on-site at a later stage​.

“The DIGITAL MASTER series is an extremely future-proof solution because customers can adapt the machine over time to changing application needs and new market trends,” said Graber. “And when new technologies for these platforms are released, they can be retrofitted on site, adding even more value and protecting the investment.”

Flexo modules can be included for priming demanding substrates, high-ink coverage jobs for long print runs to save on digital ink, applications with high white coverage, or for printing Pantone colors. Available embellishment features include varnishing, tactile and holographic effects, cold foil glue applied, UV lamination, and security printing. For end-to-end label production, fully automated semi-rotary die-cutting or rotary die-cutting are ready for integration.

Each print, embellishment and finishing module is digitally automated for exceptionally high uptime, low waste, and outstanding repeatability regardless of the operator’s skills. Quality control is guaranteed by the inclusion of BOBST ACCUCHECK for 100% inline inspection at full speed. This proven technology checks registration, quality, and colour consistency of digital and flexo print and all embellishments to ensure fault-free production.

BOBST maintenance automation device on the Digital Printing Unit is also included on all machines for highest productivity and quality requirements, while 1000 mm (39 inches) jumbo unwinders and rewinders with automated roll-lifting system reduce the number of roll changes, saving time and efforts. A single user-friendly interface controls the whole machine, which can be connected to the Cloud and is open for MIS integration.

Like all the presses in the oneLABEL portfolio, the new DIGITAL MASTER series presses are developed, manufactured, installed, and maintained by BOBST. “The DIGITAL MASTER series leverages the principle of ONE: ONE press for all label jobs, ONE workflow unifying all the elements, ONE operator running the press, ONE supplier developing all the technologies and ONE point of service for both conventional and digital parts,” said Graber.

BOBST will share all the features and benefits of the new DIGITAL MASTER series during two upcoming webinars to be held on April 13 and 20. Interested parties can register in advance by following <https://www.bobst.com/DIGITAL-MASTER-WEBINAR>.

Throughout the year, customers can see all BOBST presses in operation at the Competence Centers in Italy, USA, and Switzerland. “BOBST is open for individual one-to-one sessions. We very much look forward to welcoming customers to our dedicated label hubs,” concludes Graber.

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**About BOBST**

We are one of the world’s leading suppliers of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated board industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 19 production facilities in 11 countries and employs more than 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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